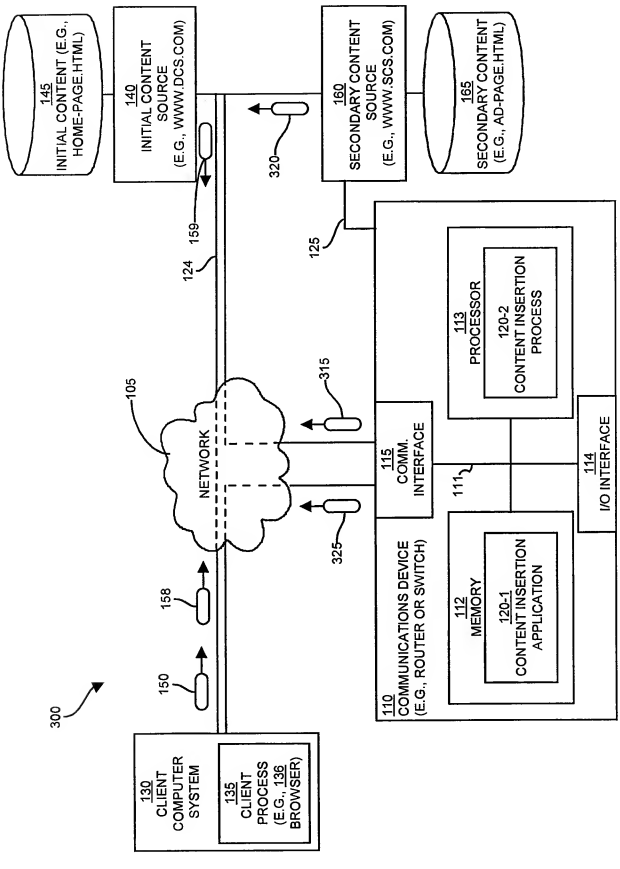
300
130
CLIENT COMPUTER SYSTEM
135
CLIENT PROCESS (E.G., 136 BROWSER)
150
158
105
NETWORK
325
315
110
COMMUNICATIONS DEVICE (E.G., ROUTER OR SWITCH)
115
COMM. INTERFACE
111
112
MEMORY
120-1
CONTENT INSERTION APPLICATION
113
PROCESSOR
120-2
CONTENT INSERTION PROCESS
114
I/O INTERFACE
124
159
125
320
145
INITIAL CONTENT (E.G., HOME-PAGE.HTML)
140
INITIAL CONTENT SOURCE (E.G., WWW.DCS.COM)
160
SECONDARY CONTENT SOURCE (E.G., WWW.SCS.COM)
165
SECONDARY CONTENT (E.G., AD-PAGE.HTML)

FIG. 4